

A/ capturing terms of the trade promotion;  
storing the captured terms of the trade promotion in an independent system operator database;  
43' collecting product POS data from at least one in-store POS system of the retailer;  
could filtering the product POS data to obtain promoted product POS data;  
processing the promoted product POS data in accordance with the stored terms of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and  
facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

[ Please amend Claim 2 as follows: ]

2. (Amended) The method of Claim 1, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion.

[ Please amend Claim 3 as follows: ]

3. (Amended) The method of Claim 1, which further includes the steps of the independent system operator: enabling the retailer to change the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database.

A/ [ Please amend Claim 4 as follows: ]

4. (Amended) The method of Claim 3, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion.

[ Please amend Claim 5 as follows: ]

5. (Amended) The method of Claim 1, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of promoted products sold during the trade promotion.

[ Please amend Claim 6 as follows: ]

6. (Amended) The method of Claim 5, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

A1 [Please amend Claim 7 as follows:]

7. (Amended) The method of Claim 6, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion.

[Please amend Claim 8 as follows:]

8. (Amended) The method of Claim 1, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade promotion in at least one predefined table in the independent system operator database.

[Please amend Claim 9 as follows:]

9. (Amended) The method of Claim 8, wherein the step of storing the captured terms of the trade promotion includes creating a UPC list for the promoted products.

[Please amend Claim 10 as follows:]

10. (Amended) The method of Claim 9, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer.

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[Please amend Claim 11 as follows:]

11. (Amended) The method of Claim 10, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list.

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[Please amend Claim 13 as follows:]

13. (Amended) The method of Claim 12, wherein the step of filtering the product POS data includes the step of generating a table of UPC codes for products active in the trade promotion.

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[Please amend Claim 15 as follows:]

15. (Amended) The method of Claim 1, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances.

[Please amend Claim 16 as follows:]

16. (Amended) The method of Claim 15, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the same product for a period prior to the beginning of the trade promotion.

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[Please amend Claim 17 as follows:]

17. (Amended) The method of Claim 1, wherein processing the promoted product POS data in accordance with the stored terms of the trade promotion in the independent system operator database includes creating at least one settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion.

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[Please amend Claim 19 as follows:]

19. (Amended) The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer.

[Please amend Claim 20 as follows:]

20. (Amended) The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer.

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[Please amend Claim 21 as follows:]

21. (Amended) The method of Claim 1, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

[Please amend Claim 22 as follows:]

22. (Amended) The method of Claim 21, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

[Please amend Claim 23 as follows:]

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23. (Amended) A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

- means for the independent system operator to capture the terms of the trade promotion for promoted product;
- means for the independent system operator to collect product POS data from at least one in-store POS system of the retailer;
- means for the independent system operator to filter the product POS data to obtain promoted product POS data for the promoted product;
- means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the captured terms of the trade promotion; and

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means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

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Please amend Claim 25 as follows:

25. (Amended) The system of Claim 24, wherein the filtering means includes means for the independent system operator to compare the product POS data to a list of UPCs for the trade promotion to obtain the promoted product POS data.

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Please amend Claim 27 as follows:

27. (Amended) The system of Claim 23, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer.

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Please amend Claim 29 as follows:

29. (Amended) The system of Claim 23, wherein the determining means consolidates the promoted product POS data for a plurality of products for the manufacturer.

A7 [ Please amend Claim 30 as follows: ]  
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30. (Amended) A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

storing the terms of the trade promotions in an independent system operator database;

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;

collecting the product POS data during the trade promotions from at least one in-store POS system of the retailer;

filtering the product POS data to obtain promoted product POS data;

storing the promoted product POS data in the independent system operator database;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the terms of the trade promotion stored in the independent system operator database;

storing the amount of money the manufacturer owes the retailer in the independent system operator database;

providing the retailer and manufacturer access to the independent system operator database during the product promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion; and



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facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

[Please amend Claim 31 as follows:]

31. (Amended) The method of Claim 30, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

[Please amend Claim 32 as follows:]

32. (Amended) The method of Claim 31, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

[Please amend Claim 33 as follows:]

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33. (Amended) A method for enabling a retailer and a manufacturer involved in a plurality of trade promotions for a plurality of products to independently verify the terms of the trade promotions, said method comprising the steps of:

capturing the terms of the trade promotions in an independent system which operates independently from the retailer and the manufacturer;

storing the captured terms of the trade promotions in an electronic database of the independent system; and

enabling the retailer and the manufacturer to access the electronic database of the independent system to determine the stored terms of the trade promotions.

A7 [Please amend Claim 34 as follows:]

34. (Amended) The method of Claim 33, wherein the step of enabling the retailer and manufacturer to access the electronic database of the independent system to determine the terms of the trade promotions includes enabling the retailer and manufacturer to access the electronic database of the independent system through the internet.

[Please amend Claim 35 as follows:]

35. (Amended) The method of Claim 34, which further includes the step of enabling the retailer to change the terms of the trade promotions stored in the electronic database of the independent system prior to the start of the trade promotions, capturing the changed terms of the trade promotions and storing the changed terms of the trade promotions in the electronic database of the independent system.

[Please amend Claim 36 as follows:]

36. (Amended) The method of Claim 35, which further includes the step of enabling the retailer and the manufacturer to access the terms of the trade promotions stored in the electronic database of the independent system to independently verify the terms of the trade promotions and to determine if the retailer changed any of the terms of any of the trade promotions.

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Please amend Claim 37 as follows:

37. (Amended) A system for administering a trade promotion for a promoted product between a retailer and a manufacturer, said system comprising:

an independent system having a processor and an electronic database accessible by the processor which are adapted to capture and store the terms of the trade promotion for the promoted product, to collect promoted product POS data for the promoted product of the trade promotion from the retailer, to process the collected promoted product POS data in accordance with the stored terms of the trade promotion in the electronic database to determine an amount of money the manufacturer owes to the retailer for the trade promotion, and to facilitate the manufacturer's payment of the amount of money determined to be owed to the retailer for the trade promotion;

a retailer system in communication with the independent system, having a processor adapted to collect promoted product POS data for the promoted product from a plurality of retailer stores, to consolidate the promoted product POS data, and to transfer the promoted product POS data for the trade promotion to the independent system; and

~~a manufacturer system in communication with the independent system.~~

Please amend Claim 38 as follows:

38. (Amended) The system of Claim 37, wherein the independent system is adapted provide the retailer system and the manufacturer system access to the independent system electronic database to independently verify the stored terms of the trade promotion, to determine the number of promoted products sold during the trade

A7 promotion and to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

[Please amend Claim 39 as follows:]

39. (Amended) The system of Claim 38, wherein the independent system provides the manufacturer system and the retailer system access to the independent system through the internet.

[Please amend Claim 40 as follows:]

40. (Amended) The system of Claim 37, wherein the independent system is adapted to generate a table of UPC codes that are active in the trade promotion and to transfer said table of UPC codes to the retailer system.

[Please amend Claim 41 as follows:]

41. (Amended) The system of Claim 40, wherein the retailer system is adapted to collect product POS data for all of the products the retailer sells and to use the table of UPC codes to filter the product POS data to obtain promoted product POS data for the promoted product.

[Please amend Claim 42 as follows:]

42. (Amended) The system of Claim 37, wherein the independent system is adapted to verify that the promoted product POS data for the promoted product is within acceptable tolerances for the promoted product.

A7 [Please amend Claim 43 as follows:]

43. (Amended) The system of Claim 37, wherein the independent system is adapted to consolidate all of the promoted product POS data for a plurality of promoted products for the manufacturer.

[Please amend Claim 44 as follows:]

44. (Amended) The system of Claim 43, wherein the independent system is adapted to process the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

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A8 Please add new Claims 45 to 89 as follows:

45. (Newly Added) The method of Claim 1, wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS system of at least one retailer store.

46. (Newly Added) The method of Claim 1, wherein the retailer has a plurality of retailer stores with in-store POS system, and wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS systems in said plurality of retailer stores.

A8 Sub 436 47. ~~(Newly Added) A method for an independent system operator to~~  
administer a trade promotion for a promoted product involving a manufacturer and a  
retailer having at least one store with an in-store POS system, said method comprising  
the steps of the independent system operator:

capturing terms of the trade promotion for the promoted product;

storing the captured terms of the trade promotion in an independent system  
operator database;

receiving promoted product POS data for the promoted product of the trade  
promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the stored terms  
of the trade promotion in the independent system operator database to determine an  
amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the  
retailer for the trade promotion.

48. (Newly Added) The method of Claim 47, which further includes the step of  
the independent system operator enabling the retailer and the manufacturer to access  
the terms of the trade promotion stored in the independent system operator database to  
independently verify the terms of the trade promotion.

49. (Newly Added) The method of Claim 47, which further includes the step of the independent system operator: enabling the retailer to change the stored terms of the promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the changed terms of the trade promotion in the independent system operator database.

50. (Newly Added) The method of Claim 49, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion.

51. (Newly Added) The method of Claim 47, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion.

52. (Newly Added) The method of Claim 51, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

AS 53. (Newly Added) The method of Claim 52, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion.

54. (Newly Added) The method of Claim 47, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade promotion in at least one predefined table in the independent system operator database.

55. (Newly Added) The method of Claim 54, wherein the step of storing the captured terms of the trade promotion includes creating a UPC list for the promoted products.

56. (Newly Added) The method of Claim 55, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer.

57. (Newly Added) The method of Claim 56, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list.



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58. (Newly Added) The method of Claim 47, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores.

59. (Newly Added) The method of Claim 58, wherein the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores.

60. (Newly Added) The method of Claim 47, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances.

61. (Newly Added) The method of Claim 60, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion.

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62. (Newly Added) The method of Claim 60, wherein processing the promoted product POS data in accordance with the terms of the trade promotion includes creating at least one settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion.

63. (Newly Added) The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator paying the retailer using an electronic funds transfer.

64. (Newly Added) The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer.

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65. (Newly Added) The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer.

66. (Newly Added) The method of Claim 47, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

67. (Newly Added) The method of Claim 66, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

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437~~ 68. (Newly Added) A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

- ~~means for the independent system operator to capture terms of the trade promotion for the promoted product;~~
- ~~means for the independent system operator to collect promoted product POS data for the promoted product from at least one in-store POS system of the retailer;~~

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means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the terms of the trade promotion; and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

69. (Newly Added) The system of Claim 68, wherein the retailer has a plurality of stores with in-store POS systems and a retailer network which collects product POS data from the plurality of in-store POS systems in the plurality of stores and filters the consolidated product POS data to obtain consolidated promoted product POS data, and wherein the collecting means is adapted to receive the consolidated promoted product POS data from the retailer network.

70. (Newly Added) The system of Claim 68, where the determining means includes means for verifying that the promoted product POS data is within acceptable tolerances for the promoted product.

71. (Newly Added) The system of Claim 68, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer.

AS 72. (Newly Added) The system of Claim 68, wherein the reporting means reports the promoted product POS data via an internet.

73. (Newly Added) The system of Claim 68, wherein the determining means consolidates the promoted product POS data for a plurality of trade promotions for the manufacturer and the paying means aggregates payments owed to the retailer by the manufacturer for said plurality of trade promotions.

74. (Newly Added) A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

storing the terms of the trade promotions in an independent system operator database;

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;

receiving promoted product POS data during the trade promotions from at least one in-store POS system of the retailer;

storing the promoted product POS data in the independent system operator database;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the terms of the trade promotion;

As storing the amount of money the manufacturer owes the retailer in the independent system operator database;

38 could providing the retailer and manufacturer access to the independent system operator database during the product promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion; and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

75. (Newly Added) The method of Claim 74, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

76. (Newly Added) The method of Claim 75, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Pub 77. (Newly Added) A method for independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps the independent system operator:

capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the

AS promoted product, a payment value for the promoted product, and link codes for associated discounts if the trade promotion is an electronic discount trade promotion;

storing said captured terms of the trade promotion in an independent system operator database;

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cannot receiving promoted product POS data for said trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the terms of the trade promotion stored in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

78. (Newly Added) The method of Claim 77, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion.

79. (Newly Added) The method of Claim 77, which further includes the step of the independent system operator: enabling the retailer to change at least one of the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database.

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80. (Newly Added) The method of Claim 79, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed any of the terms of the trade promotion.

81. (Newly Added) The method of Claim 77, which further includes the step of consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

82. (Newly Added) The method of Claim 77, which further includes the step of processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

83. (Newly Added) The method of Claim 77, wherein the step of capturing terms of the trade promotion further includes capturing special payment terms.

84. (Newly Added) A method for enabling a retailer and a manufacturer involved in a plurality of trade promotions for a plurality of promoted products to independently verify terms of the trade promotions for the promoted products using an independent system, said method comprising the steps of:

capturing the terms of the trade promotions for the promoted products in an independent system which operates independently of the control of the retailer and the



A8 manufacturer, including retailer identification, manufacturer identification, trade promotion type, UPC Codes for the promoted products, payment values for the promoted products, and link codes for associated discounts if any of the trade promotions are electronic discount trade promotions;

storing the captured terms of the trade promotions in an independent system database; and

enabling the retailer and the manufacturer to access the independent system database to determine the stored terms of the trade promotions.

85. (Newly Added) The method of Claim 84, wherein the step of the independent system enabling the retailer and manufacturer to access the database to determine the terms of the trade promotions includes enabling the retailer and manufacturer to access the independent system database through an internet.

86. (Newly Added) The method of Claim 84, which further includes the step of the independent system: enabling the retailer to change at least one of the captured terms of the trade promotions prior to the start of the trade promotions, capturing the changed terms of the trade promotions and storing the changed terms of the trade promotions in the independent system database.

AS 87. (Newly Added) The method of Claim 86, which further includes the step of the independent system enabling the retailer and the manufacturer to access each of the terms of the trade promotions stored in the independent system database to independently verify each of the terms of the trade promotions and to determine if the retailer changed any of the terms of the trade promotions.

88. (Newly Added) A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a retailer having a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products;

storing the captured terms of each of the trade promotions in at least one independent system database;

receiving consolidated promoted product POS data including promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailer;

processing the promoted product POS data the promoted products in accordance with the stored terms of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailer for the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailer for the trade promotions.

A8 89. (Newly Added) A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a plurality of retailers where each retailer has a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products;

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could storing the terms of each of the trade promotions in at least one independent system database;

receiving consolidated promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailers;

processing the promoted product POS data for each of the promoted products in accordance with the stored terms of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailers for the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailers for the trade promotions.

A8 90. ~~(Newly Added) A method for an independent system operator to~~  
administer a trade promotion for a promoted product involving a manufacturer and a  
retailer having at least one store with an in-store POS system, said method comprising  
the steps of the independent system operator:

capturing terms of the trade promotion for the promoted product;

storing the captured terms of the trade promotion in an independent system  
operator database;

enabling the retailer and the manufacturer to access the terms of the trade  
promotion stored in the independent system operator database to independently verify  
the terms of the trade promotion;

enabling the retailer to change at least one of the stored terms of the promotion  
prior to the start of the trade promotion, capturing any changed terms of the trade  
promotion and storing any changed terms of the trade promotion in the independent  
system operator database;

enabling the retailer and the manufacturer to access the stored terms of the trade  
promotion stored in the independent system operator database to independently verify  
the terms of the trade promotion and to determine if the retailer changed the terms of  
the trade promotion;

receiving promoted product POS data for the promoted product of the trade  
promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the stored terms  
of the trade promotion in the independent system operator database to determine an  
~~amount of money the manufacturer owes to the retailer for the trade promotion;~~

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verifying that the promoted product POS data is within acceptable tolerances;  
enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion; and  
facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

91. (Newly Added) The method of Claim 90, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion.

92. (Newly Added) The method of Claim 90, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores.

93. (Newly Added) The method of Claim 92, wherein the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores.

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94. (Newly Added) The method of Claim 90, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion.

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